

CONTRACT



WIVB
2077 Elmwood Ave.
Buffalo, NY 14207
(716) 874-4410

And:

Mark Guma Communications
211 West 107th Street
Suite 2E
New York, NY 10025
USA

<u>Contract / Revision</u> 951840 /		<u>Alt Order #</u> 25326424
<u>Product</u> Ceretto/NY house		
<u>Contract Dates</u> 10/08/16 - 10/14/16	<u>Estimate #</u>	
<u>Advertiser</u> POL/John Ceretto		<u>Original Date / Revision</u> 10/07/16 / 10/10/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WIVB	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>Agency Ref</u> IN11435	<u>Advertiser Ref</u>	<u>Product 1/2</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WIVB	10/10/16	10/14/16	Early Morning Wake Up M-F	M-F 5a-559a		:30				NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	2			\$100.00					
N 2	WIVB	10/10/16	10/14/16	M-F Early Show 7a-9a	M-F Early Show 7a		:30				NM	10	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	10			\$75.00					
N 3	WIVB	10/08/16	10/08/16	Saturday Wknd Wake Up RE Sa	6a-8a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	-----S-	1			\$75.00					
N 4	WIVB	10/08/16	10/08/16	Saturday Wknd Wake Up RE Sa	6a-8a		:30				NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	-----S-	1			\$75.00					
N 5	WIVB	10/08/16	10/08/16	CBS This Morning Saturday	Sa 8a-10a		:30				NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	-----S-	2			\$125.00					
N 6	WIVB	10/09/16	10/09/16	Su Wknd Wakeup 6a-8a RE Su	Wknd Wakeup		:30				NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/03/16	10/09/16	-----S	2			\$75.00					
N 7	WIVB	10/10/16	10/14/16	News 4 @ Noon	M-F 12p-1230p		:30				NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	3			\$350.00					
N 8	WIVB	10/10/16	10/14/16	M-F 3-357p	M-F 3-357p		:30				NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	3			\$50.00					
N 9	WIVB	10/10/16	10/14/16	M-F News 4 At 4p	M-F News 4 At 4p		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	3			\$125.00					
N 10	WIVB	10/10/16	10/14/16	M-F 5p News 5-6p	M-F 5p News 5-6p		:30				NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
Week:		10/10/16	10/16/16	MTWTF--	2			\$650.00					
N 11	WIVB	10/10/16	10/14/16	M-F News 4 @ 6pm	M-F News 4 @ 6pm		:30				NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract Dates</u> 10/08/16 - 10/14/16	<u>Product</u> Ceretto/NY house	<u>Estimate #</u>
<u>Advertiser</u> POL/John Ceretto		<u>Original Date / Revision</u> 10/07/16 / 10/10/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				3	\$550.00				
N 12	WIVB	10/10/16	10/14/16	M-F 658-730p	M-F 658-730p		:30				NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				4	\$500.00				
N 13	WIVB	10/10/16	10/14/16	M-F 730-758p	M-F 730-758p		:30				NM	3	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				3	\$750.00				
N 14	WIVB	10/10/16	10/14/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				4	\$200.00				
N 15	WIVB	10/08/16	10/08/16	M-Su 11-1135p	M-Su 11-1135p		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$175.00				
N 16	WIVB	10/10/16	10/14/16	LF M-F The Late Show	LF M-F The Late S		:30				NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	MTWTF--				3	\$125.00				
N 17	WIVB	10/10/16	10/10/16	Monday Prime Hour 1	Monday 758p-9p		:30				NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	M-----				1	\$1,350.00				
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Type</u>		
		1	WIVB	10/10/16-10/16/16	Monday Prime Hour 1	Monday 758p-9p	M-----	:30	\$1,350.00		NM		
		See MG 17.2, 17.3, 17.4											
		2	WIVB	10/14/16-10/14/16	Friday 758-9p	Friday 758-9p	-----F----	:30	\$750.00		NM		
		Ⓜ	MG for 17.1 10/10										
		3	WIVB	10/12/16-10/14/16	Wake Up Early AM 559-7a	M-F 559a-7a	---wThF----	:30	\$300.00		NM		
		Ⓜ	MG for 17.1 10/10										
		4	WIVB	10/12/16-10/14/16	Wake Up Early AM 559-7a	M-F 559a-7a	---wThF----	:30	\$300.00		NM		
		Ⓜ	MG for 17.1 10/10										
N 18	WIVB	10/12/16	10/12/16	Wednesday Prime Hour 3	Wednesday 10p-11		:30				NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--W----				1	\$550.00				
N 19	WIVB	10/13/16	10/13/16	Thursday Night Football	Thursday Night Fox		:30				NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---T---				2	\$1,500.00				
N 20	WIVB	10/08/16	10/08/16	Saturday 9-10p	Saturday 9-10p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S-				1	\$300.00				
N 21	WIVB	10/09/16	10/09/16	NFL Today	NFL Today		:30				NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				1	\$1,500.00				
N 22	WIVB	10/09/16	10/09/16	NFL Regular Season FB	NFL Regular Season		:30				NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/03/16	10/09/16	-----S				1	\$2,000.00				
Totals								0.00				56	\$20,325.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/14/16	56	\$20,325.00	(\$3,048.75)	\$17,276.25
Totals	56	\$20,325.00	(\$3,048.75)	\$17,276.25

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Signature: _____ **Date:** _____

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